

Tara Lee Site Type: Radius	2588 Tara Lee St Fort Myers, FL 33916 Radius: 1.0 mile	2588 Tara Lee St Fort Myers, FL 33916 Radius: 3.0 mile	2588 Tara Lee St Fort Myers, FL 33916 Radius: 5.0 mile
<b>2007 Population</b>			
Total Population	7,262	52,960	131,194
Male Population	49.4%	49.1%	49.1%
Female Population	50.6%	50.9%	50.9%
Median Age	28.4	34.5	40.5
<b>2007 Income</b>			
Median HH Income	\$30,552	\$33,882	\$41,808
Per Capita Income	\$14,970	\$21,153	\$24,893
Average HH Income	\$38,106	\$49,142	\$58,025
<b>2007 Households</b>			
Total Households	2,736	21,708	55,683
Average Household Size	2.49	2.33	2.30
1990-2000 Annual Rate	2.89%	0.69%	0.96%
<b>2007 Housing</b>			
Owner Occupied Housing Units	23.8%	35.8%	50.5%
Renter Occupied Housing Units	66.3%	50.8%	35.1%
Vacant Housing Units	9.9%	13.4%	14.5%
<b>Population</b>			
1990 Population	4,863	42,448	99,340
2000 Population	6,335	45,459	107,895
2007 Population	7,262	52,960	131,194
2012 Population	8,756	64,044	161,754
1990-2000 Annual Rate	2.68%	0.69%	0.83%
2000-2007 Annual Rate	1.9%	2.13%	2.73%
2007-2012 Annual Rate	3.81%	3.87%	4.28%

In the identified market area, the current year population is 131,194. In 2000, the Census count in the market area was 107,895. The rate of change since 2000 was 2.73 percent annually. The five-year projection for the population in the market area is 161,754, representing a change of 4.28 percent annually from 2007 to 2012. Currently, the population is 49.1 percent male and 50.9 percent female.

<b>Households</b>			
1990 Households	1,711	16,855	40,231
2000 Households	2,276	18,060	44,264
2007 Households	2,736	21,708	55,683
2012 Households	3,384	26,695	69,642
1990-2000 Annual Rate	2.89%	0.69%	0.96%
2000-2007 Annual Rate	2.57%	2.57%	3.22%
2007-2012 Annual Rate	4.34%	4.22%	4.58%

The household count in this market area has changed from 44,264 in 2000 to 55,683 in the current year, a change of 3.22 percent annually. The five-year projection of households is 69,642, a change of 4.58 percent annually from the current year total. Average household size is currently 2.30, compared to 2.37 in the year 2000. The number of families in the current year is 32,588 in the market area.

### Housing

Currently, 50.5 percent of the 65,089 housing units in the market area are owner occupied; 35.1 percent, renter occupied; and 14.5 percent are vacant. In 2000, there were 51,161 housing units— 49.4 percent owner occupied, 37.1 percent renter occupied and 13.4 percent vacant. The rate of change in housing units since 2000 is 3.38 percent. Median home value in the market area is \$225,139, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 3.56 percent annually to \$268,151. From 2000 to the current year, median home value changed by 14.57 percent annually.

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<b>Median Household Income</b>			
1990 Median HH Income	\$20,407	\$22,333	\$25,929
2000 Median HH Income	\$25,708	\$28,382	\$34,064
2007 Median HH Income	\$30,552	\$33,882	\$41,808
2012 Median HH Income	\$34,490	\$38,333	\$48,037
1990-2000 Annual Rate	2.34%	2.43%	2.77%
2000-2007 Annual Rate	2.41%	2.47%	2.87%
2007-2012 Annual Rate	2.45%	2.5%	2.82%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$8,307	\$12,107	\$13,855
2000 Per Capita Income	\$11,742	\$17,480	\$19,928
2007 Per Capita Income	\$14,970	\$21,153	\$24,893
2012 Per Capita Income	\$17,186	\$24,753	\$29,587
1990-2000 Annual Rate	3.52%	3.74%	3.7%
2000-2007 Annual Rate	3.41%	2.67%	3.12%
2007-2012 Annual Rate	2.8%	3.19%	3.52%
<b>Average Household Income</b>			
1990 Average Household Income	\$22,506	\$29,310	\$33,646
2000 Average Household Income	\$31,334	\$41,247	\$47,394
2007 Average HH Income	\$38,106	\$49,142	\$58,025
2012 Average HH Income	\$43,331	\$56,836	\$68,279
1990-2000 Annual Rate	3.36%	3.48%	3.49%
2000-2007 Annual Rate	2.74%	2.45%	2.83%
2007-2012 Annual Rate	2.6%	2.95%	3.31%

### Households by Income

Current median household income is \$41,808 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$48,037 in five years. In 2000, median household income was \$34,064, compared to \$25,929 in 1990.

Current average household income is \$58,025 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$68,279 in five years. In 2000, average household income was \$47,394, compared to \$33,646 in 1990.

Current per capita income is \$24,893 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$29,587 in five years. In 2000, the per capita income was \$19,928, compared to \$13,855 in 1990.

### Population by Employment

Total Businesses	815	6,527	11,940
Total Employees	8,045	39,570	73,695

Currently, 94.6 percent of the civilian labor force in the identified market area is employed and 5.4 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 95.5 percent of the civilian labor force, and unemployment will be 4.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 59.1 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 53.7 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 21.5 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 24.8 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 74.8 percent of the market area population drove alone to work, and 2.4 percent worked at home. The average travel time to work in 2000 was 22.9 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 24.0 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 29.5 percent were high school graduates only (28.6 percent in the U.S.)
- 6.0 percent had completed an Associate degree (6.3 percent in the U.S.)
- 12.9 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 7.0 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)